

**CITY OF SAN DIEGO
2002 RESIDENT SATISFACTION SURVEY**

EXECUTIVE SUMMARY

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Prepared for

City of San Diego
San Diego, California

Prepared by

Behavior Research Center, Inc.
1101 North First Street
Phoenix, Arizona 85004
(602) 258-4554

INTRODUCTION

This study was commissioned by the City of San Diego, California. The primary purpose of this effort was to measure residents' satisfaction with City services. More specifically, this study addressed the following issues:

- Attitudes about the quality of life in San Diego;
- Overall satisfaction with the City's performance in providing services;
- Satisfaction with 33 specific City-provided services;
- Utilization of selected City-provided services and facilities;
- Attitudes about safety in the City of San Diego

This study represents the eighth annual city-wide resident satisfaction study conducted for the City of San Diego. Where appropriate, comparisons are made to the prior studies conducted in 1995, 1996, 1997, 1998, 1999, 2000 and 2001.

The information contained in this report is based on 603 in-depth interviews conducted with a representative cross-section of San Diego residents. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during October 2002.

This EXECUTIVE SUMMARY provides a brief overview of the primary findings of this research. For a more detailed analysis of the findings generated in this research, please refer to the SUMMARY ANALYSIS report.

When comparing the overall results from this study with the overall results from the prior Resident Satisfaction Surveys, the reader is advised that variations between the studies must exceed six percent to be deemed statistically significant.

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OVERVIEW

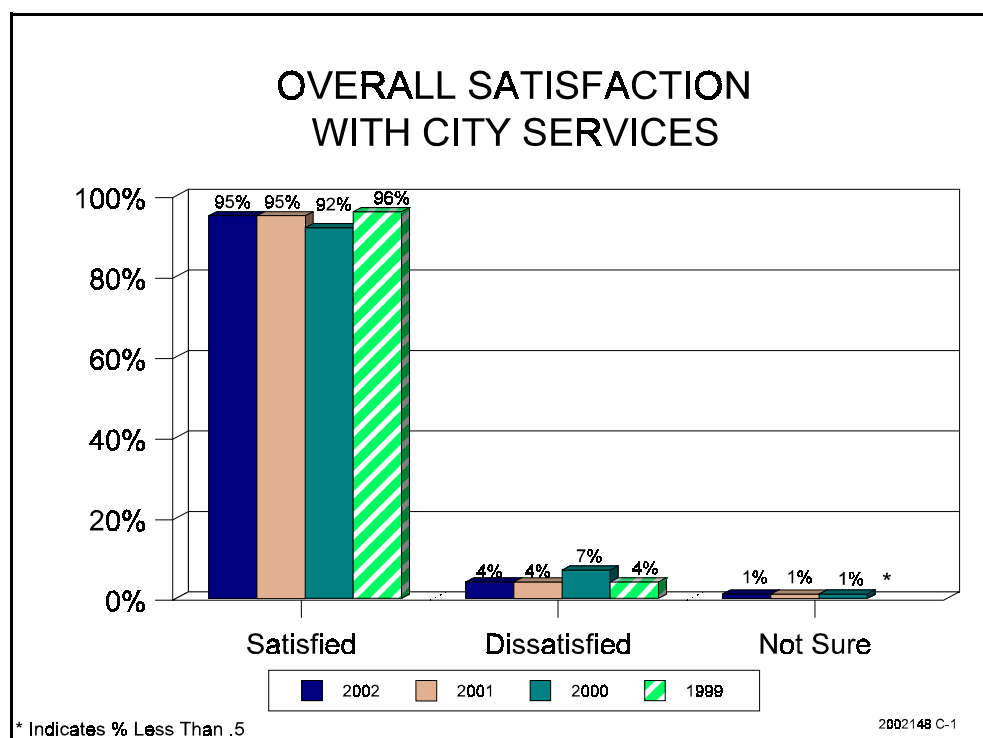
● KEY FINDINGS

Three key findings are evident from this research effort:

- First, the City of San Diego continues to receive very high marks from residents for the services it provides with better than nine out of ten residents (95%) indicating they are satisfied with the job the City does. Importantly, this attitude is universal among all population subgroups.
- Second, the City receives highly positive ratings in the vast majority of instances for its efforts in delivering 33 specific municipal services.
- Third, the quality of life that San Diego offers continues to be viewed very highly with a positive rating of 83 percent among residents. Again, this attitude is generally held by all the various socio-demographic subgroups making up the City.

● OVERALL SATISFACTION WITH CITY SERVICES

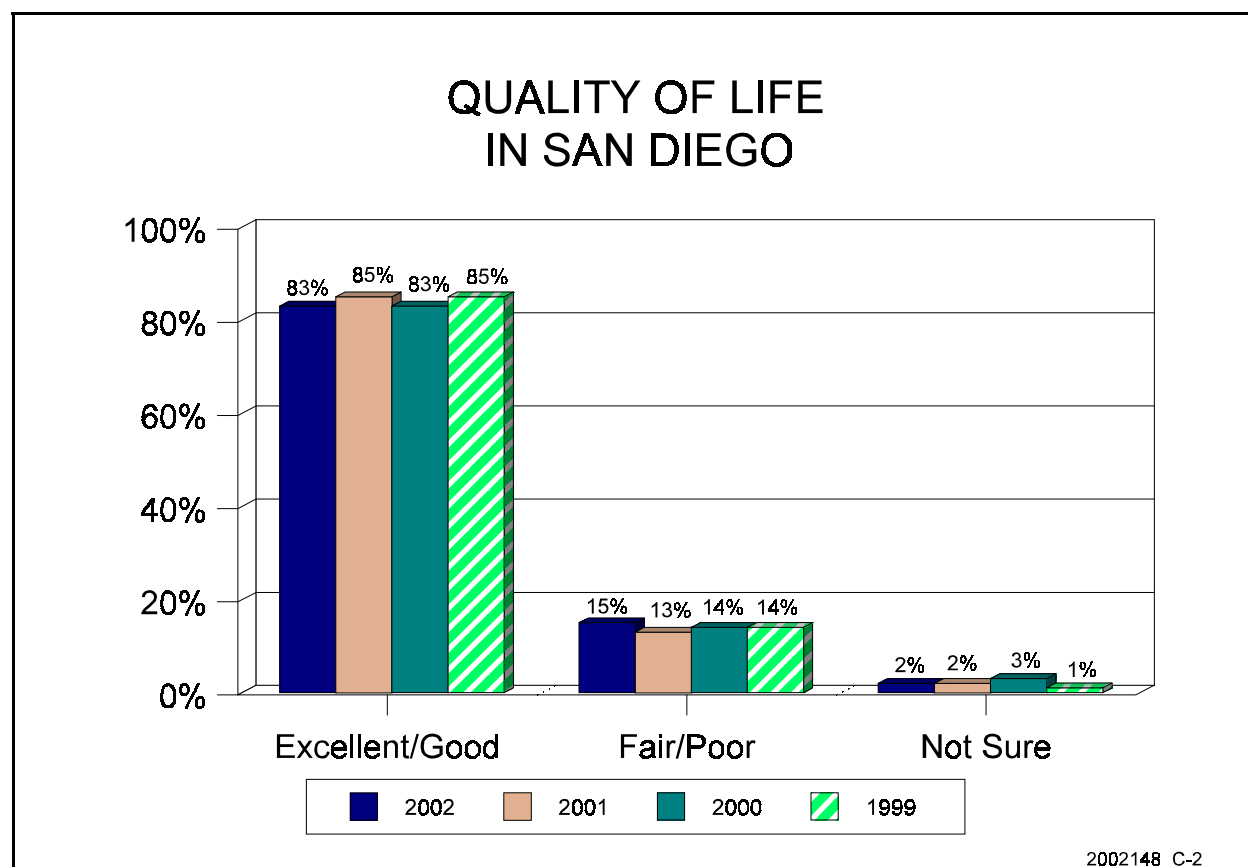
Better than nine out of ten San Diego residents (95%) continue to indicate they are either very satisfied (40%) or somewhat satisfied (55%) with the services the City provides. Demographically, overall satisfaction with the services the City provides does not drop below 93 percent within any population subgroup. This response pattern indicates broad-based satisfaction with City services among residents.



- **QUALITY OF LIFE IN THE CITY OF SAN DIEGO**

San Diego residents continue to rate the quality of life in the City very highly with over eight out of ten residents (83%) indicating it is either excellent (42%) or good (41%) compared to other large cities in California. In comparison, 12 percent of residents rate the quality of life as fair while only three percent rate it as poor. Positive response to San Diego's quality of life has remained at 80 percent or higher since the start of these studies.

When residents' attitudes about the quality of life in San Diego are analyzed by demographic subgroups, we find that among low income residents (72%) and non-whites (74%) the positive response drops below 80 percent.



● SATISFACTION WITH SELECTED CITY SERVICES

San Diego residents were asked to indicate how satisfied they are with each of 33 services provided by the City of San Diego -- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. Each of the positive responses (very satisfied, somewhat satisfied) to this series of questions was then combined to generate a "satisfaction rating" for each of the 33 services. For example, 42 percent of residents indicate they are very satisfied with the overall quality of police service and 46 percent indicate they are somewhat satisfied — an 88 percent satisfaction rating.

Presented on the following two charts are the satisfaction ratings for each of the 33 services studied. As may be seen, six of the services received a satisfaction rating from nine out of ten residents or more:

- Fire emergency service (96%);
- Residential trash collection service (95%);
- City-provided home recycling service (95%);
- Library services (92%);
- Quality of parks and recreation facilities (92%);
- City's web site (92%).

Also receiving very positive ratings from residents were 12 additional services which received a satisfaction rating of between 80 and 89 percent from residents:

- 911 emergency response service (89%);
- Overall quality of police service (88%);
- Quality of housing in your neighborhood (86%);
- Emergency medical service (85%);
- Art and cultural programs available (84%);
- Police concern for citizen safety (83%);
- Maintenance of street landscaping (82%);
- Trash/litter programs (82%);
- City Attorney's efforts to reduce domestic violence (80%);
- Lifeguard services (80%);
- Quality of parks and recreation services (80%);
- Condition of City-owned buildings (80%).

A third tier of nine City services received a satisfaction rating of between 70 and 79 percent from residents:

- Police efforts in addressing neighborhood crime (79%);
- Efforts to control/remove graffiti (77%);
- Police RSVP program (77%);
- Fire prevention programs (76%);
- Beach and water safety education (74%);
- Police efforts to address drug problems (72%);
- Police efforts to address gang problems (71%);
- Maintenance of sidewalks (70%);
- Police response to calls for assistance (70%).

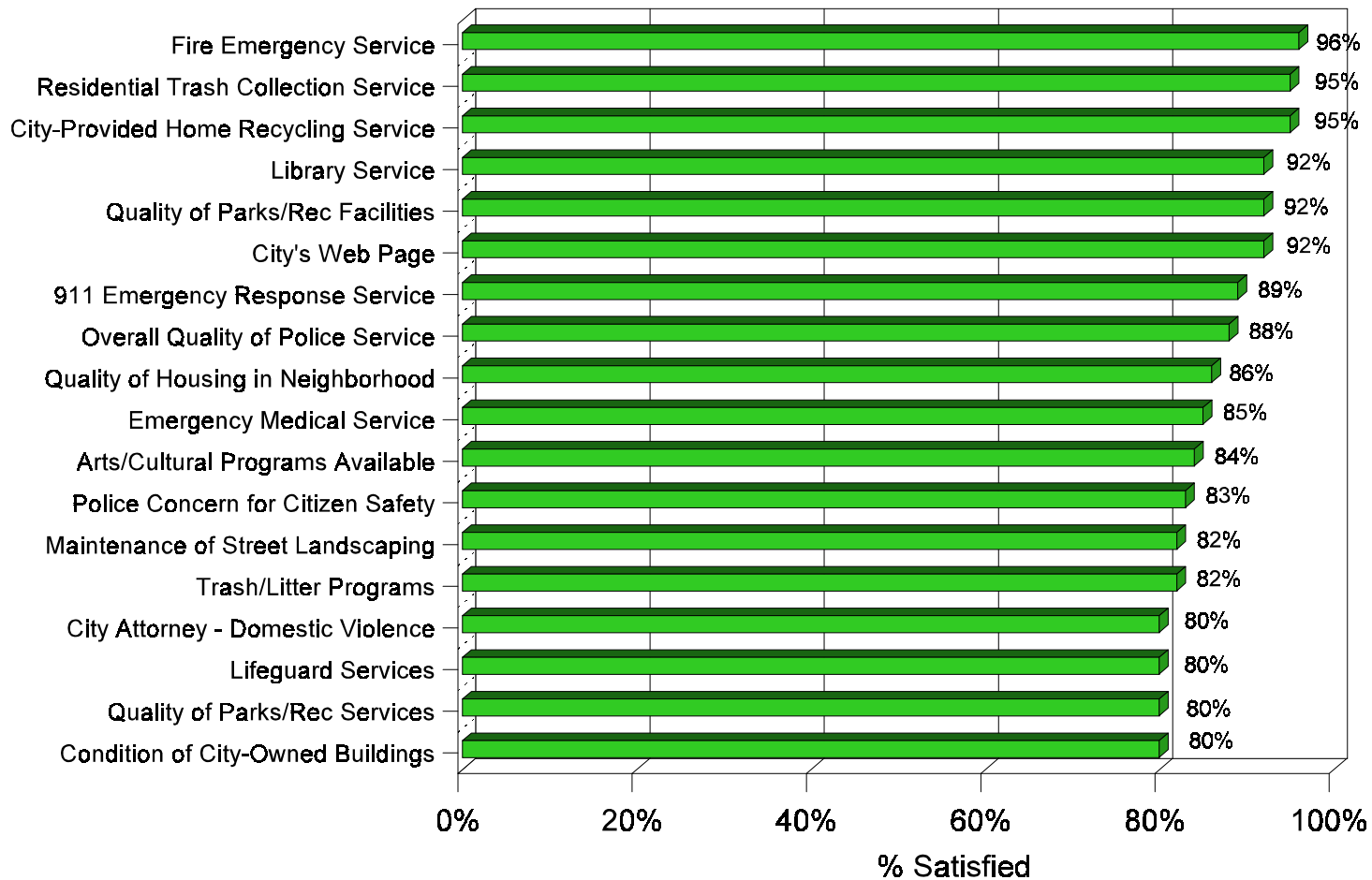
Six of the 33 City services evaluated in this study generated satisfaction ratings below 70 percent:

- Accuracy of City water and sewer bills (63%);
- Street maintenance (63%);
- Traffic flow on major streets (57%);
- Taste, color and odor of City drinking water (56%);
- Attracting and retaining businesses (55%);
- Affordability of housing (28%).

When the 2002 service ratings are compared to the 2001 ratings, we find that in 26 cases the ratings are unchanged (less than a five point positive or negative shift), while in no cases are they more positive (more than a five point positive shift) and in five cases are they less positive (more than a five point negative shift). Those services that received lower ratings in 2002 than in 2001:

- Affordability of housing (down 12 points to 28%);
- Police concern for citizen safety (down 7 points to 83%);
- City Attorney's efforts to reduce domestic violence (down 7 points to 80%);
- Fire prevention programs (down 7 points to 76%);
- Attracting and retaining businesses (down 6 points to 55%).

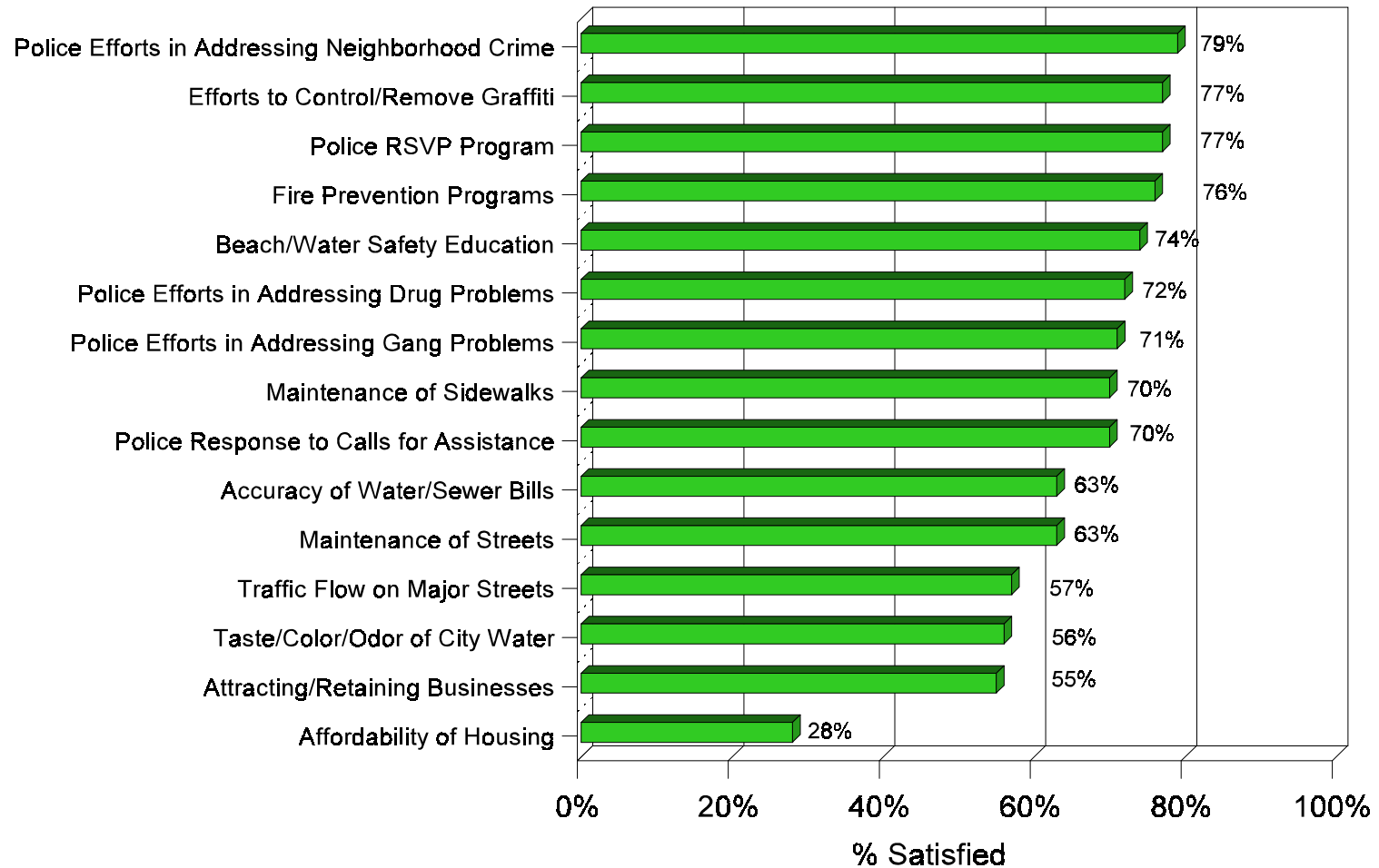
SATISFACTION WITH CITY SERVICES - TOP RATED



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Percentages represent the combination of "Very" and "Somewhat Satisfied" response with the exception of "Fire Emergency Response" and "911 Emergency Response Service" which represent the combined percentage of "Very" and "Somewhat Confident" response.

SATISFACTION WITH CITY SERVICES - OTHER SERVICES

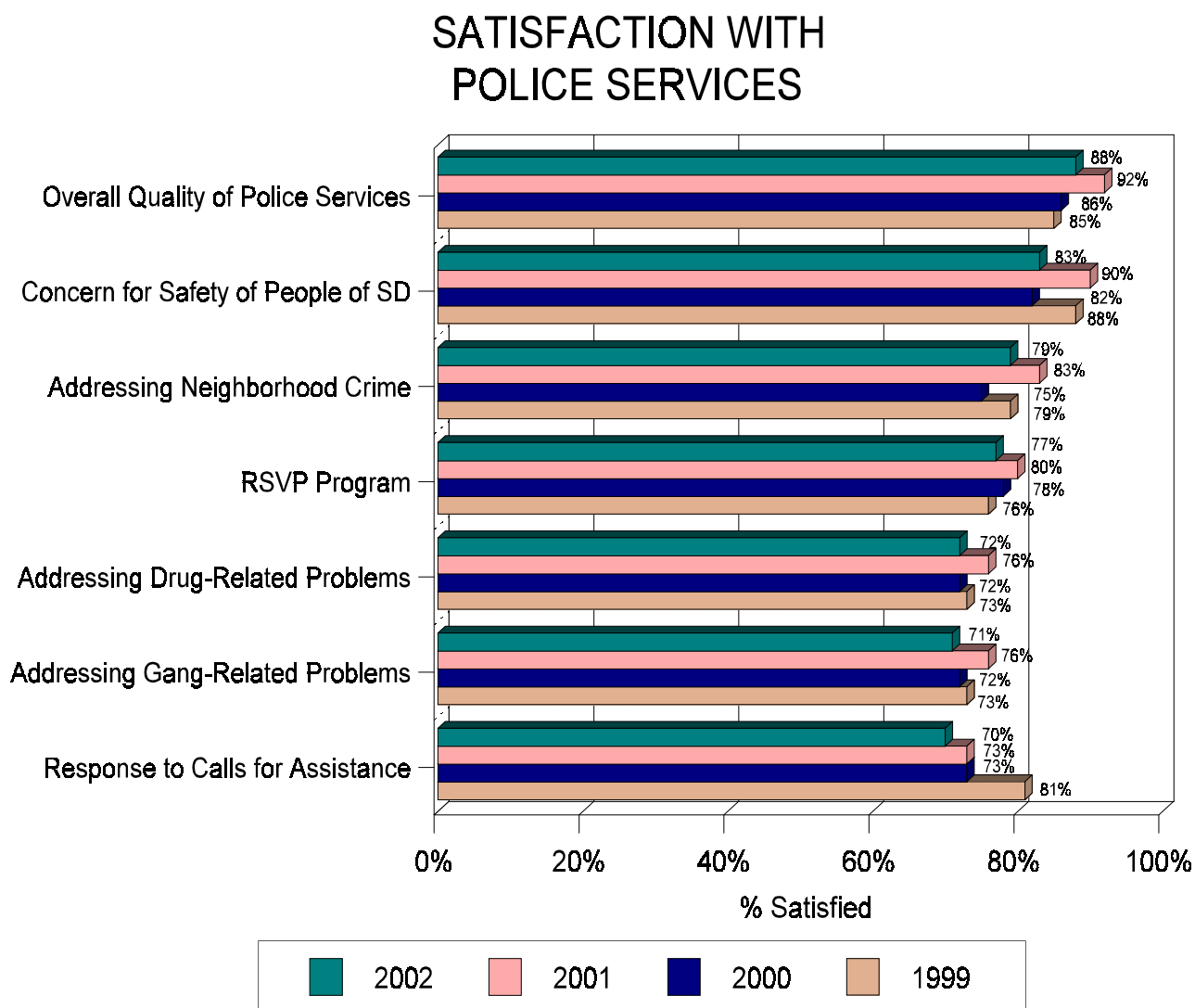


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Percentages represent the combination of "Very" and "Somewhat Satisfied" response with the exception of "Attracting and Retaining Businesses and Jobs" which represent the combined percentage of "Excellent" and "Good" responses.

- **SATISFACTION WITH POLICE SERVICES**

Residents reveal high levels of satisfaction with the Police Department in a variety of areas tested. Those areas where the Police Department receives its highest satisfaction ratings are: 1) the overall quality of service provided by the Department (88%), and; 2) the Department's concern for the safety of the people of San Diego (83%). In five additional areas tested satisfaction ratings are received from between 70 and 80 percent of San Diego residents: 1) efforts in addressing neighborhood crime (79%); 2) the Department's RSVP Program (77%); 3) efforts in addressing drug-related problems (72%); 4) efforts in addressing gang-related problems (71%); and, 5) the Department's response after calls for assistance (70%). Most of the ratings in this series of questions reflect the same levels of satisfaction that were observed in 2000.

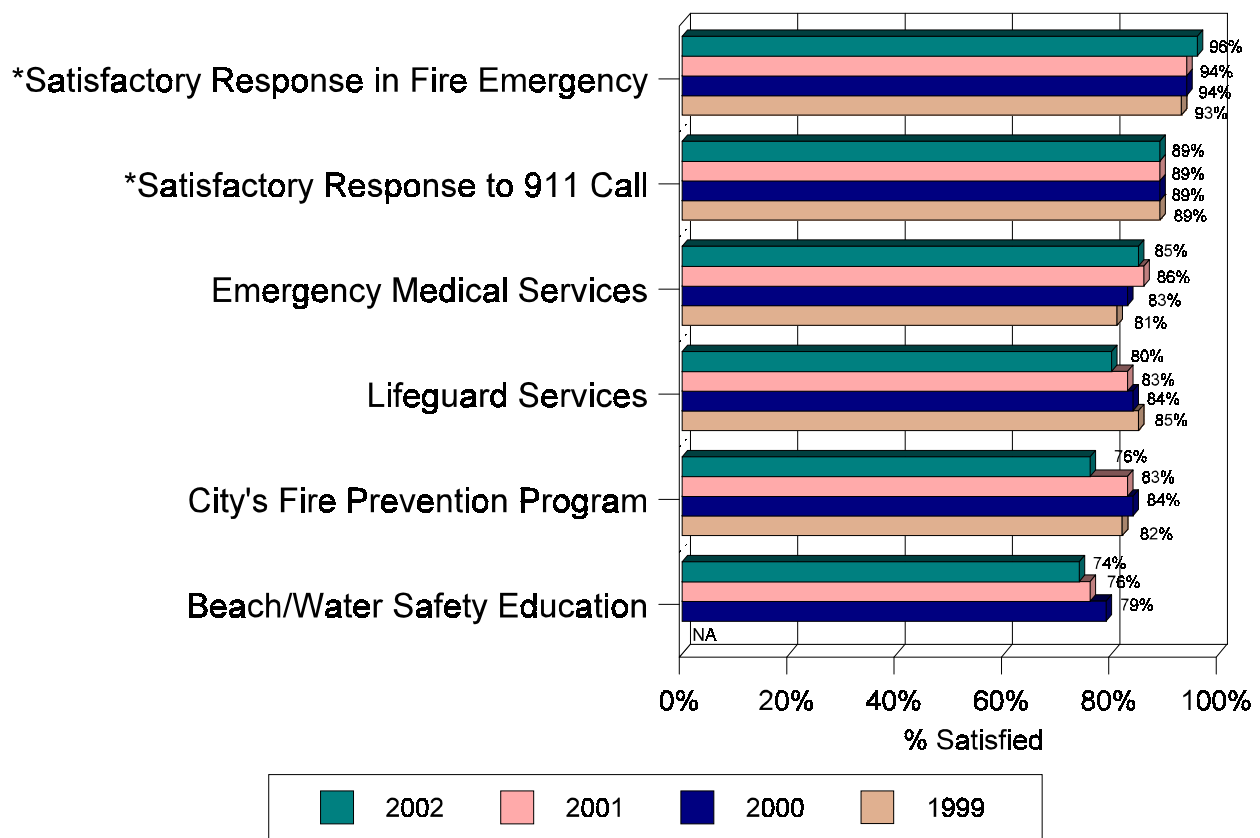


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- **SATISFACTION WITH FIRE AND EMERGENCY SERVICES**

San Diego residents continue to rate the City's fire and emergency services very highly with roughly three out of four residents or more indicating they are satisfied with each of six primary services: 1) fire emergency services (96%); 2) 911 services (89%); 3) emergency medical services (85%); 4) lifeguard services (80%); 5) fire prevention programs (76%), and; 6) beach and water safety education (74%). These ratings are consistent with the 2001 ratings except in the case of the City's fire prevention program which decreased seven points from last year (83% in 2001 vs. 76% in 2002).

SATISFACTION WITH FIRE/EMERGENCY SERVICES

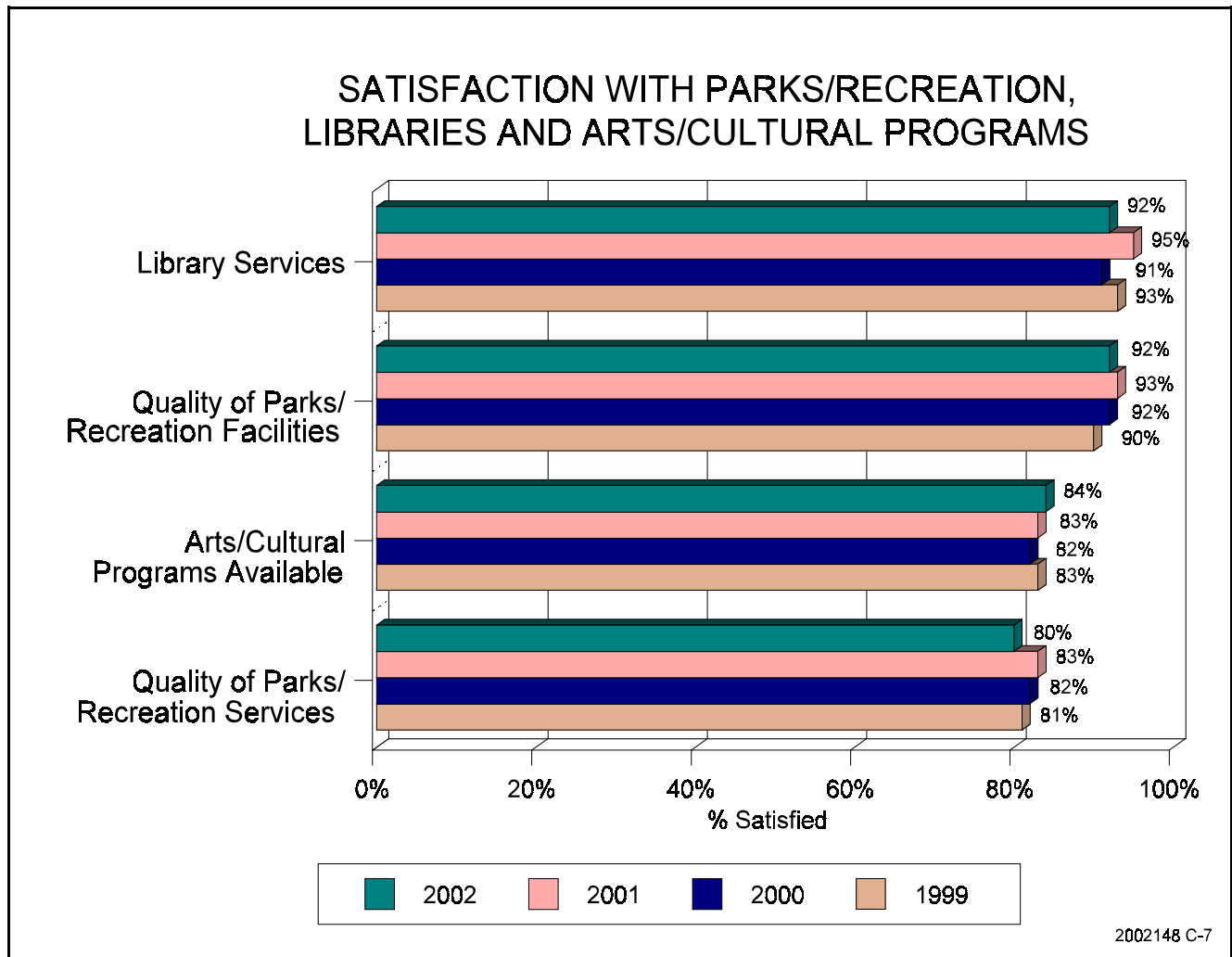


* Very, Somewhat Confident in Getting Satisfactory Response from Fire Department

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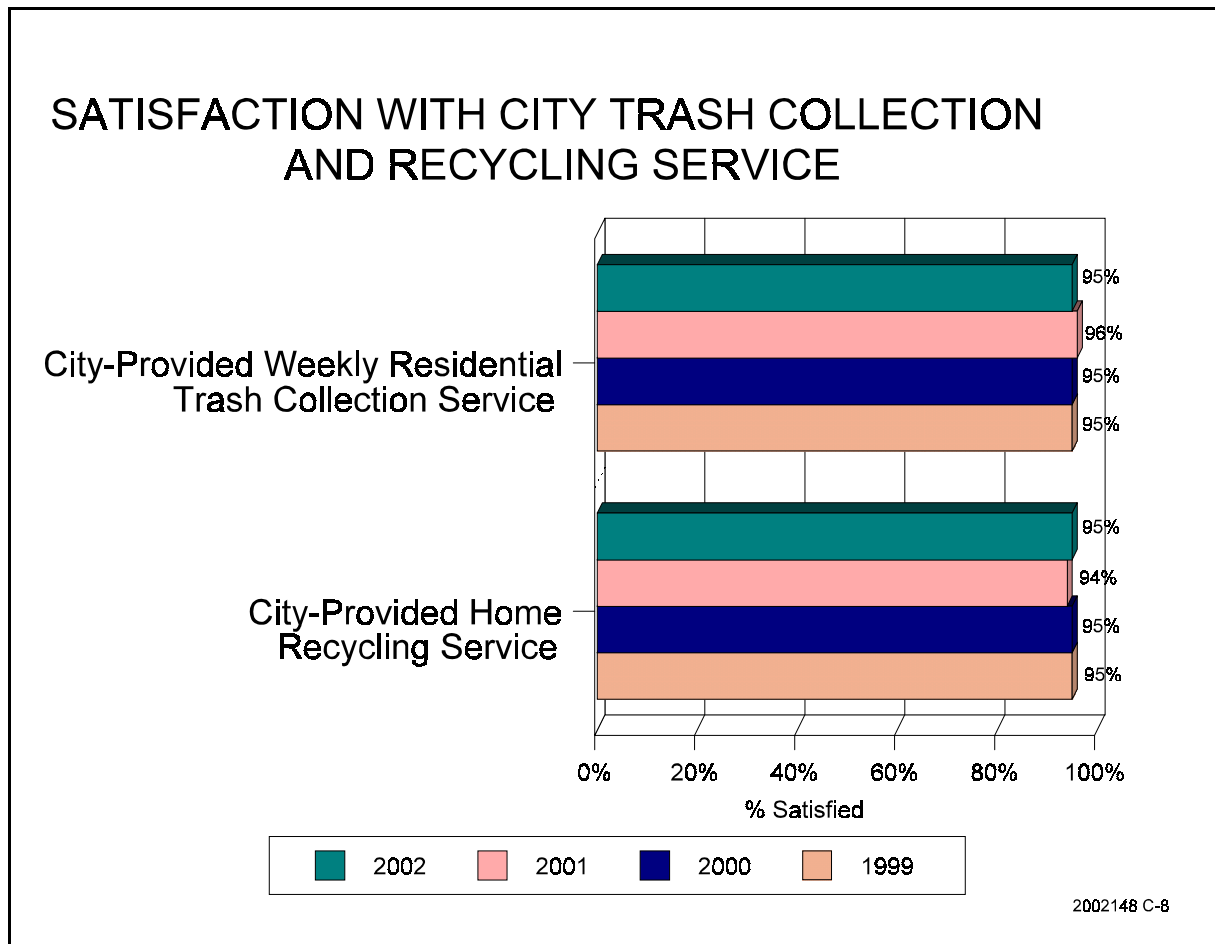
- **SATISFACTION WITH PARKS/RECREATION, LIBRARIES AND ARTS/CULTURAL PROGRAMS**

The City's parks/recreation, libraries and arts/cultural programs continue to draw very positive ratings from residents. Thus we find nine out of ten residents or more indicate satisfaction with the quality of the City's library services (92%) and the City's parks/recreation facilities (92%). Receiving slightly lower ratings, albeit still very positive ones, are the availability of arts/cultural programs (84%) and the quality of parks/recreation services (80%).



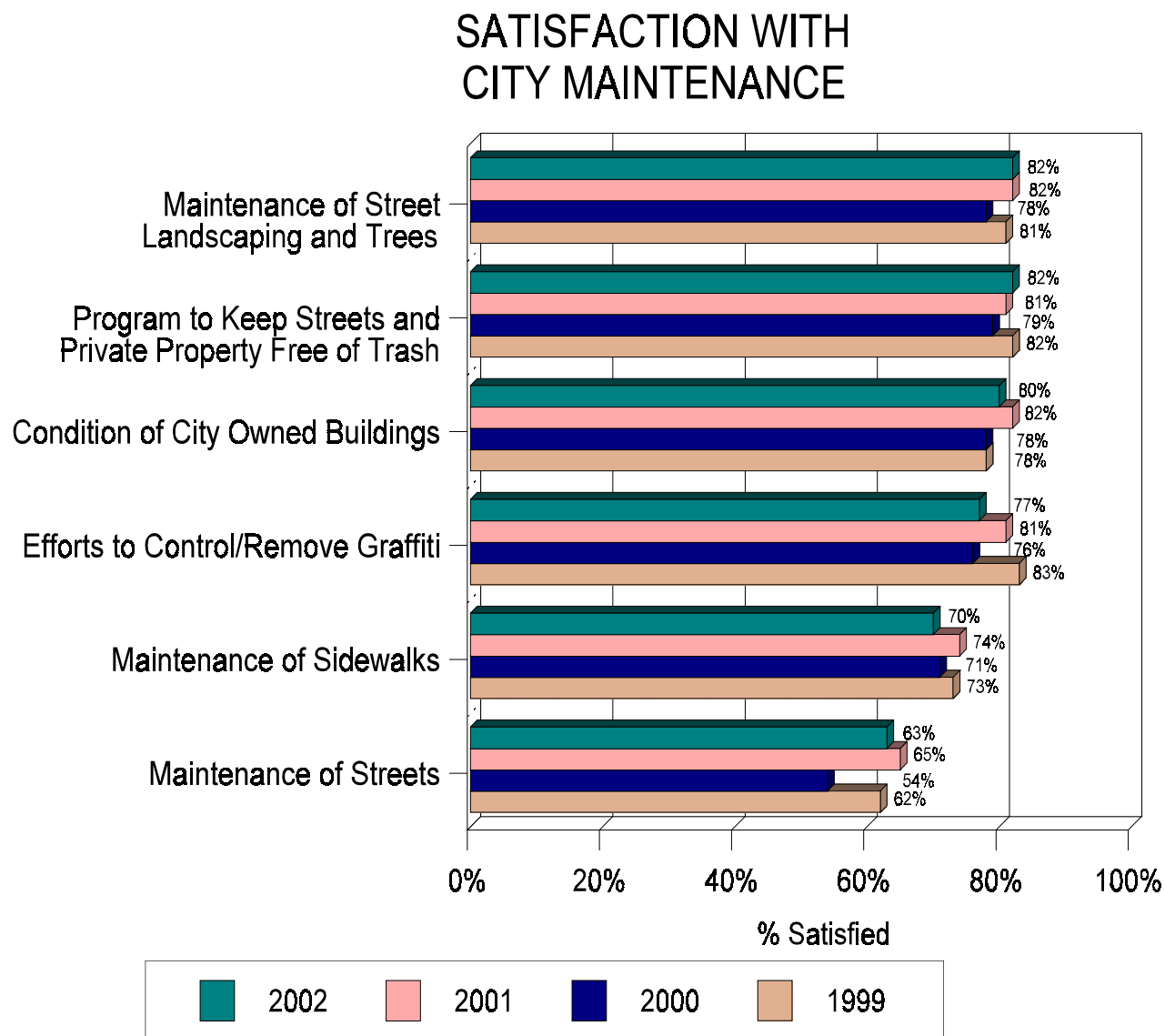
- **SATISFACTION WITH CITY-PROVIDED TRASH COLLECTION AND RECYCLING SERVICES**

Sixty-seven percent of San Diego residents indicate they receive City-provided residential trash collection service and recycling service. These residents continue to be satisfied with the service they receive with over nine out of ten such residents indicating they are satisfied -- 95 percent for trash collection service and 95 percent for recycling service.



- **SATISFACTION WITH CITY MAINTENANCE**

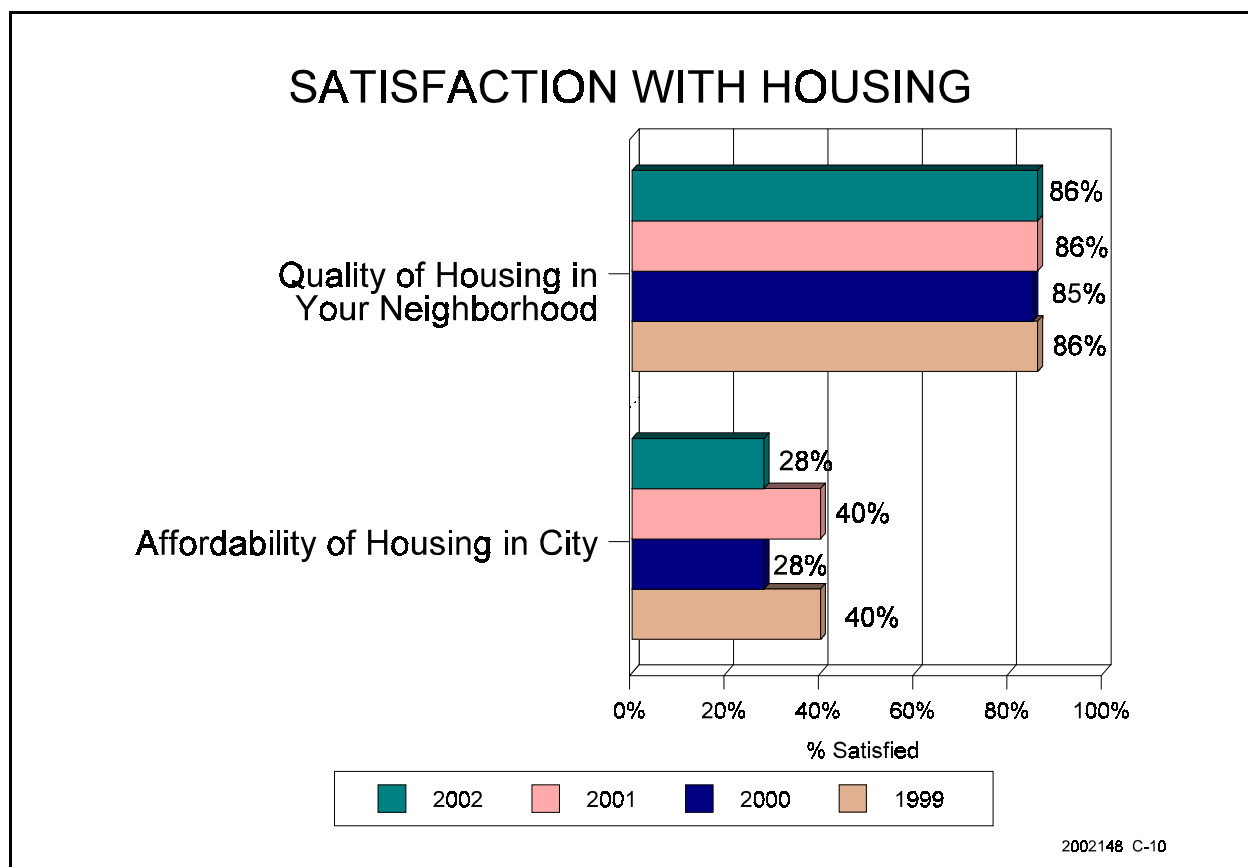
When residents are asked to evaluate the City in terms of its maintenance efforts in six selected areas, seven out of ten residents or more offer high satisfaction ratings in five of the areas studied: 1) street landscaping (82%); 2) programs to keep streets and private property free of trash (82%); 3) the condition of City-owned buildings (80%); 4) graffiti control and removal (77%); and, 5) sidewalk maintenance (70%). The one area where the City received a slightly lower satisfaction rating is street maintenance where 63 percent of residents offer a satisfied rating.



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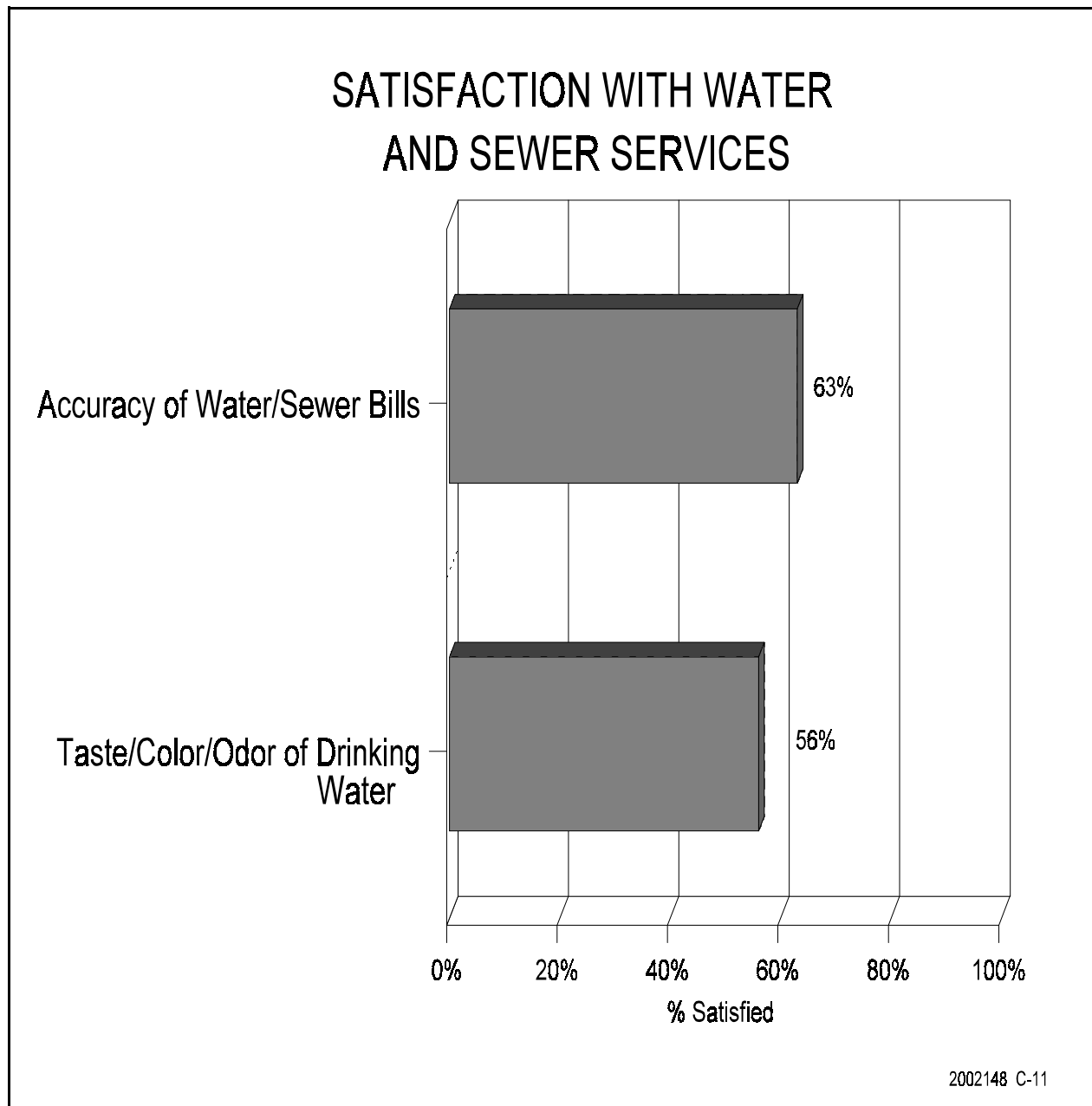
- **SATISFACTION WITH HOUSING**

San Diego residents continue to be very positive in terms of their satisfaction with the quality of housing in their neighborhood (86%). The same cannot be said about their satisfaction with the affordability of housing in the City with a rating of only 28 percent – a significant drop of 12 points from last year's 40 percent rating.



- **SATISFACTION WITH WATER AND SEWER SERVICES**

Residents were asked two new questions this year regarding the accuracy of the City's water and sewer bills and the taste, color and odor of the City drinking water they receive. The data reveals that 63 percent of residents are satisfied with the accuracy of City water bills, with 20 percent unable to offer a rating. If only those residents with an opinion are analyzed, the satisfactory rating increases to 79 percent. The taste, color and odor of City drinking water receives a lower satisfaction rating of 56 percent with 39 percent of residents indicating dissatisfaction.



- **SATISFACTION WITH TRAFFIC FLOW**

San Diego residents are less satisfied with traffic on major streets in the City than in 2001. Thus, we find 57 percent of residents indicating they are satisfied today versus 60 percent in 2001.

- **SATISFACTION WITH THE CITY ATTORNEY'S OFFICE**

Eighty percent of those residents who are familiar with the City Attorney's effort to reduce domestic violence are satisfied with the effort the Office is making in this area – down from 87 percent in 2001.

- **EVALUATION OF NEIGHBORHOOD AND CITY SAFETY**

Eighty-five percent of residents reveal they feel safe in their neighborhood (down from 89% in 2001) while 80 percent feel safe in the City as a whole (down from 85% in 2001).

- **EVALUATION OF CITY'S EFFORTS IN ATTRACTING BUSINESSES AND JOBS**

Fifty-five percent of San Diego residents give the City positive ratings in its efforts in attracting and retaining businesses – down from 61 percent in 2001.

- **AWARENESS AND USAGE OF CITY'S WEB SITE**

Fifty-eight percent of residents are aware of the City's web site which is up from 33 percent in 1996 and 51 percent last year. Ninety-two percent of users of the page are satisfied with it – unchanged from 2001.

- **ATTENDANCE AT COMMUNITY PLANNING GROUP MEETINGS**

Twenty-two percent of residents indicate they have been to a community planning meeting in their neighborhood during the past five years – similar to the ratings received in prior years.

- **USAGE OF CITY'S CABLE CHANNEL**

Seventeen percent of residents watch the City's cable channel at least once a week while 36 percent watch at least monthly. Overall, 48 percent of residents indicate they never watch the channel – an improvement from the 53 percent recorded in 2001.

